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Filing date: **02/20/2014**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91214545
Party	Plaintiff CVB Inc
Correspondence Address	CVB Inc 1189 W 1700 N Bldg B Logan, UT 84321 UNITED STATES preston@malouffinelinens.com
Submission	Other Motions/Papers
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Date	02/20/2014
Attachments	oppineffectiveservice02202014.pdf(380289 bytes )

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of trademark application **Serial No. 85817528, Opposition/TTAB No. 91214545**

For the mark **“THE BETTER FITTING SHEET. SLEEP TITE”**

Published in the Official Gazette on September 14, 2013

**CVB Inc. dba Malouf Fine Linens**

**Opposer,**

**v.**

**JLJ Home Furnishings LLC**

**Applicant.**

**NOTICE OF INEFFECTIVE/RETURNED SERVICE**

Opposer, CVB Inc., dba Malouf Fine Linens (“Malouf”), hereby files this Notice of Ineffective/Returned Service in this proceeding.

Malouf served Applicant via both electronic mail and certified USPS priority mail on or around January 22, 2014. The electronic mail was sent to Applicant at the address provided in the underlying application (jljhomefurnish@hotmail.com). The e-mail service was rejected as undeliverable. The certified mail was sent to the address provided in the underlying application, and confirmed through Opposer’s investigations: JSJ Home Furnishings, 4776 Charlotte Hwy, Lancaster, SC 29720-7769. The mail was returned to sender, and discovered by Malouf within the last ten (10) days. (The mail packaging is attached hereto as Exhibit A). Malouf’s follow-up has revealed that Applicant does not exist at the address, that no forwarding address is available, and that all published phone numbers for Applicant are disconnected or do not lead to Applicant. Malouf has sought to find Applicant, but is unable to do so. Malouf therefore respectfully

requests that the board effect service via whatever means it deems appropriate, including publication in the Official Gazette or otherwise.

DATED February 20, 2014.

Respectfully submitted



Preston P. Frischknecht  
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# EXHIBIT A

Claim# CA116381884  
- 435-752-0413 - JT  
SC: 803-206-6102

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MORGAN VANVALKENBURG  
MALOUF FINE LINENS  
1188 W 1500 N STE B  
LOGAN UT 84301-1725

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0006

R015

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RORY VITALE  
JLJ HOME FURNISHINGS  
4778 CHARLOTTE HWY  
LANCASTER SC 29720-7769

USPS SIGNATURE TRACKING

9410 8036 0930 0952 6434 43

A ☐ INSUFFICIENT ADDRESS  
C ☐ ATTEMPTED NOT KNOWN  
S ☐ NO SUCH NUMBER/ STREET  
☐ NOT DELIVERABLE AS ADDRESSED  
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